

Message Text

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TO AMCONSUL KADUNA

AMEMBASSY LAGOS

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E.O. 11652: N/A

TAGS: BFOL, BEXP, NI

SUBJECT: TRAINING SYSTEMS AND EQUIPMENT TRADE

MISSION FOLLOW-UP

REF: A. USDOC 5258 B. KADUNA 0196

1. APPRECIATE POST CONCERN APPARENT LACK FOLLOW
THROUGH BY INDIVIDUAL MEMBERS SUBJECT TRADE MISSION.
CONTENTS REF B DISCUSSED AT LENGTH EACH TRADE MISSION
MEMBER CONCERNED AND THEIR COMMENTS FOLLOW:.

2. ABDUL EL-WAILLI, SOUND EQUIPMENT DISTRIBUTING
COMPANY, EXPRESSED APPRECIATION FOR CONSULATE'S
CONTINUING ASSISTANCE. HE VOLUNTEERED BRIEF REVIEW HIS
NIGERIA BUSINESS PENDING FOR POST INFO. HE WROTE JANUARY 14
TO BENJI ISHAKU, FACULTY OF ENGINEERING, AHMADU
BELLO UNIVERSITY AND AGAIN MARCH 20, GIVING ENGINEERING
DATA AND INVOICING EQUIPMENT FOR RECORDERS, WORKSHOPS AND A
RECORDING CONSOLE (RC 230). HE IS ALSO FOLLOWING UP ON ORDERS
FOR SIMILAR EQUIPMENT,
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TEACHER MULTIPLIER AND STUDENT TRAINING SYSTEMS WITH UNI-

VERSITY OF LAGOS AND THE MINISTRY OF EDUCATION IN LAGOS INVOLVING DOLS 23,000 AND DOLS 117,000 SALES RESPECTIVELY. HE IS PURSUING ORDERS FOR EQUIPMENT FOR TV AND OTHER BROADCASTING OPERATIONS IN THE NORTHERN STATES AND LAGOS FOR WHICH HE IS AWAITING CONFIRMATION. HE IS WORKING WITH CHIEF B. ABIORO, MANAGING DIRECTOR, TYC RECORDS, LAGOS (SEE LAGOS 6416, PRIVATE TRADE OPPORTUNITY) ON A PROPOSAL TO PRESS RECORDS AND MAKE PROFESSIONAL SOUND RECORDINGS OF LOCAL ARTISTS WHICH MAY INVOLVE EL-WAILLI'S RETURN TO NIGERIA. HE TURNED OVER ALL HIS ACTIVE SALES LEADS TO KOFOWOROLA ODEDINA, CHAIRMAN, A AND B AUDIO, LTD., 21B ISSA WILLIAMS STREET, LAGOS, UPON WHOM EL-WAILLI IS DEPENDING TO PURSUE THESE LEADS FROM THE TRADE MISSION AND ALL NEW SALES OPPORTUNITIES. A AND B'S PERFORMANCE HAS BEEN SO MEDIOCRE, HOWEVER, THAT EL-WAILLI WOULD PREFER THAT MENTION OF THIS AGENT APPOINTMENT BE WITHHELD FROM NAVA LISTING. EL-WAILLI ENCOURAGES DIRECT COMMUNICATIONS AND STATES THAT HE HAS ANSWERED ALL INQUIRIES.

3. ROBERT FRASER, TECHNICOLOR INC., STATES THAT HE HAS NO BUSINESS PENDING IN KADUNA AREA. HE VERY APPRECIATIVE NIGERIAN HOSTS AND CONSULATE ASSISTANCE AND AWAITING REPLY HIS LETTER TO CONSOFF INCE. FRASER SAYS HE HAS WRITTEN ALL WITH WHOM HE HAD BUSINESS CONTACT BUT THAT LITTLE OR NO RESPONSE HAS BEEN RECEIVED TO HIS PROPOSALS. FOR NAVA INFO, HE HAS APPOINTED BEACON INDUSTRIAL SERVICES, LTD., MR. H. M. A. SUTTON, GENERAL MANAGER, P.O. BOX 193, 1 AKARABATA STREET, ILE-IFE, NIGERIA, PHONE 2193, EXCLUSIVE AGENT FOR TECHNICOLOR IN NIGERIA.

4. HAMILTON WYCHE, INTERNATIONAL TRADE COMMISSION INC., MOST APPRECIATIVE POST CONCERN, BUT HAS RECEIVED ONLY COURTESY LETTERS, NO BUSINESS, AS A RESULT OF MISSION VISIT NORTHERN NIGERIA. HE SAYS HE HAS REPLIED TO ALL AND STRESSED SPECIFIC GOODS, SERVICES AND FOLLOW-UP ON PROPOSALS MADE ON TRIP. HE IS ACTIVELY PURSUING SEVERAL JOINT VENTURE AND SALES OPPORTUNITIES IN LAGOS, WESTERN STATE AND SOUTHEASTERN REGION OF NIGERIA AS A RESULT OF CONTACTS MADE ON TRADE MISSION. HE ANTICIPATES APPOINTING LIMITED OFFICIAL USE

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AN AGENT FOR NIGERIA. HE LEFT A NUMBER OF SALES LEADS WITH SEVERAL AGENT CANDIDATES BY WHICH HE MIGHT JUDGE THEIR RELATIVE ABILITIES TO EXPEDITE SALES. AS YET THEIR PROGRESS HAS BEEN DISAPPOINTING. AS A RESULT OF REF A, HE WILL RESUBMIT HIS CATALOG, INVOICES AND PROPOSALS TO ALL VIABLE CONTACTS.

5. MCCREARY, HOFFMAN ELECTRONICS, DOES BUSINESS OUT OF

FRANKFURT, GERMANY. WE ASKED FIRM LET MCCREARY KNOW THAT IF HE HAS ANY BUSINESS PENDING IN NORTHERN STATES TO CONTACT AMCONSULATE KADUNA.

6. OTHER MISSION MEMBERS, CONCERNED MAINLY WITH SERVICES, WERE CONTACTED ABOUT REF A. THEY RECALLED MEETINGS AT AHMADU BELLO UNIVERSITY BUT COULD NOT ACCOUNT FOR ANY BUSINESS PENDING IN NORTH AND STATED ONLY COURTESY CORRESPONDENCE EXCHANGED.

7. RE PARA TWO REFTEL B, POST SHOULD, OF COURSE, BE REPORTING SPECIFIC SALES OPPORTUNITIES THRU THE TOPS CHANNEL. IF POST INTENDS THAT THESE OPPORTUNITIES SHOULD BE BROUGHT TO ATTENTION FORMER MEMBERS ANY TRADE MISSION, INDICATE THAT SPECIAL ACTION. WITHOUT INFORMATION ON SPECIFIC OPPORTUNITIES TO WHICH HE MAY RESPOND, BUSINESSMAN CAN DO LITTLE MORE THAN DELUGE HIS TARGET AUDIENCE WITH GENERAL MAILINGS OF BROCHURES, MOST OF WHICH PROBABLY FIND HOME IN TRASH BASKET. KNOWLEDGE THAT UNDESCRIBED "ORDERS GOING ELSEWHERE" LEAVES HIM FEELING HELPLESS, FRUSTRATED AND MORE THAN EVER CONVINCED OF IMPOSSIBILITY BREAKING EXPATRIATE GRIP ON NIGERIAN SALES POTENTIAL. EFFECTIVE AGENTS/DISTRIBUTORS SHOULD, OF COURSE, BE FERRETING OUT SALES LEADS BUT THIS APPARENTLY NOT YET WORKING FOR MEMBERS TRAINING SYSTEMS MISSION. THEREFORE, NEED POST'S CONTINUED HELP IN IDENTIFYING SPECIFIC AREAS WHERE FOLLOW THROUGH WITH PARTICULAR MISSION MEMBERS IS NECESSARY.

8. KEENLY AWARE POST'S LIMITED RESOURCES AND DEEPLY APPRECIATIVE OF POST'S DEMONSTRATED WILLINGNESS DEVOTE SPECIAL ATTENTION TO U.S. EXPORT EXPANSION GOALS. KISSINGER

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